**Demonstrating Research Impact through Outreach and Engagement**

**Presenter:** Gary Jackson, Associate Vice President for Outreach and Engagement & Professor of Agricultural Education and Communication

**Program Description:** Outreach and engagement scholarship and service has grown substantially at colleges and universities over the years, and funders are increasingly looking to broaden the impact of their investments. With the modern technological advancements and changing generational preferences, higher education is reaching more non-traditional students and audiences, which grantseekers can leverage to increase the impact of their work. In this program, we will discuss the differences in outreach and engagement scholarship and service, and the types of faculty activities required for both. Guidance will be provided to help faculty engage in effective partnerships with the public and private sectors to enrich scholarship, research, creative activity, and to enhance curriculum, teaching and learning. This workshop will also identify how faculty should plan, implement, evaluate, and document outreach and engagement scholarship and service on the *Annual Faculty Evaluation Form* and *Promotion and Tenure Application.* Additional resources will be provided by ORD on integrating these activities into grant proposals.

**Find the handouts and resources from today’s program here:**

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